

# RESEARCH REPORT 51



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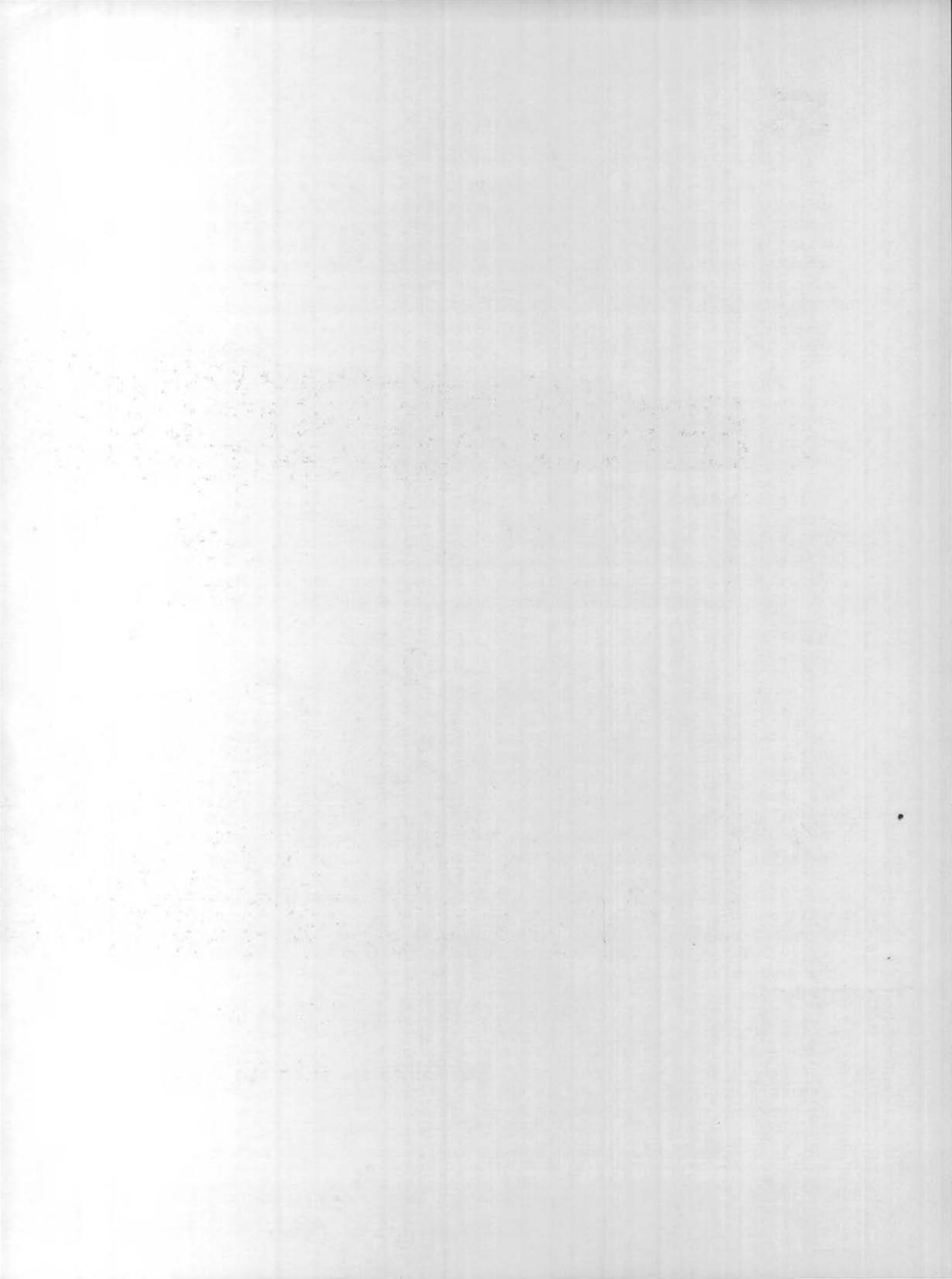
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## PRIVATE OUTDOOR RECREATION BUSINESSES SWIMMING ENTERPRISES

By

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## ABSTRACT

Of all the active outdoor recreation activities in Wisconsin, swimming has the largest number of participants. It is anticipated that by 1980 the number will increase by almost 50 percent. Supply of swimming facilities in Wisconsin does not meet user demands especially in southeastern Wisconsin. Some added facilities are also needed in the east central area. In other regions of the state the present and programmed facility supplies generally will meet demands at least through year 1980. Amounts of swimming facilities for commercial use on private lands are generally about equal to those on public ownerships.

This pilot study of 16 privately owned swimming enterprises serves a purpose of providing insight into their composition. Evaluations from findings of the study can be of assistance in the development of state and regional plans for future supplies of both publicly and privately owned swimming facilities available for general public use.

Swimming enterprise beaches range in size from 0.4 to 4 acres. About 13 percent have 2 beaches each. Swimming beaches in southeast Wisconsin generally are more heavily used per acre than in other parts of the state. The majority of enterprises have multi-purpose backup lands, which swimmers usually share with picnickers and campers. Forty percent of the enterprises have a per car fee and 60 percent charge per person. Eighty-eight percent of the enterprises have a bathhouse. More than two-thirds of the beaches have been in operation for more than 10 years.

About one-half of the customers come only to swim while the other half also patronize other enterprises on the ownership. All but 1 of the ownerships have 1 or more other recreation enterprises. These include camping, boating, and picnicking. The number of swimmers per enterprise on the average weekend day does not vary greatly because of the amount of capital investment in the enterprise. On the largest use day, about 25 percent more swimmers are on the beaches farthest from the publicly owned swimming areas, which in general are the largest privately owned beaches.

Suitable lands and water for enlargement of swimming facilities exist on 88 percent of the ownerships. For 43 percent of the enterprises there are suitable lands and water on adjacent ownerships. Thirty-one percent of the enterprise operators have definite plans to enlarge their swimming facilities. No operator anticipates that his enterprise will close when he no longer manages it.

Sixty-three percent of the operators have received technical assistance from 1 or more of 4 public assisting agencies. A local banker or relative or close friend have financially helped 69 percent of the operators. Financial status of all 16 businesses is generally good and the swimming enterprises appear to be stable.

Operators reported their first and second most significant cooperation in current operations of their swimming enterprises comes from neighboring recreation enterprise operators and from a state agency (usually concerning sanitation) respectively. Fifty-six percent of the businesses hold membership in 1 or more associations that further outdoor recreation activities. One-half of the operators have been active participants in some formal community or area group endeavors where needs and developments for outdoor recreation activities were considered, and all indicated interest in and willingness to participate in future planning for recreation needs and developments in their community or area. The main advertisements depended upon for trade are roadside signs and newspaper ads, but satisfied customers who tell their friends account for 20 to 85 percent of new trade (with an average per enterprise of 59%).

This research report is one in a series of 7 separate reports covering 6 types of recreation enterprises on private lands for commercial use, namely boat rental, camping, horseback riding, picnicking, pond fishing, and swimming plus 1 on private outdoor recreation businesses -- their composition, operation and stability.

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Edited by Carol A. Knott

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## INTRODUCTION

The supply of outdoor recreation swimming facilities (beaches and pools) in Wisconsin does not meet user demands especially in the southeastern part of the state. Some added facilities are also needed in the east central area. In other regions of the state the present and programmed facility supplies generally will meet demands at least through year 1980. The amount of swimming facilities for commercial use on private lands is generally about equal to that on public ownerships.

Of all the active outdoor recreation activities in Wisconsin (camping, skiing, picnicking, fishing, etc.), swimming has the largest number of participants. It is anticipated that by 1980 the number will increase by almost 50 percent.

This pilot study of 16 privately owned swimming enterprises serves a purpose of providing insight into their composition.<sup>1</sup> Evaluations from findings of the study can be of assistance in the development of state and regional plans for future supplies of both publicly and privately owned swimming facilities available for general public use.

## OBJECTIVES

The object of this study of swimming enterprises is to gain knowledge of the physical establishments, their management, and the extent of their use. The study is designed to provide insight into the stability of the enterprise and its potential for expansion. In addition, guiding conclusions are made regarding multiple recreation facility attractions for users. Knowledge of sources of assistance to the enterprise operators and their cooperation in local planning affairs is also important to state recreation leaders.

Findings from the study should be usable (1) in formulating conversion factors for projecting data from a statewide inventory of numbers and size of swimming facilities into amounts of user demands (participant days) that can be met from the privately owned swimming enterprises, (2) provide information about the characteristics of swimming enterprises that can be useful in designing criteria for carrying out a statewide survey of all such areas and facilities.

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1. "Recreation enterprise" refers to a unit of a private outdoor recreation business established for a specific recreational activity where users pay a fee for use of the facilities and related services. A recreation business may include 1 or more recreation enterprises on a tract of land contained in one ownership. "Ownership" refers to that area of land considered by the owner as 1 operating tract on which is located 1 or more recreation enterprises. It may also be the base for 1 or more nonrecreation enterprises. Taverns, food and/or lodging enterprises, and permanent trailer courts or parks are not considered as recreation enterprises in this study.

## PROCEDURE

Selections of the recreation ownerships studied were made primarily from representative cases chosen by local professional employes who carried out field work for the 1966-67 inventory of privately owned recreation facilities.<sup>2</sup>

The owner or operator of each enterprise studied was interviewed by research personnel. Two survey schedules were completed with each operator and rechecked as necessary after the interviewer personally made a reconnaissance of the area and facilities (See Appendix A for schedules used). The Part A - General Business Information schedule was completed first, followed by the Part B - Schedule D--Swimming Enterprise schedule. Separate additional schedules in Part B were also completed for ownerships having other outdoor recreation enterprises. Years in the recreation business; size of ownership and size of the recreation area; types and sizes of all recreation enterprises; operator's age, training, and experience; seasonal length of business; labor and operations information; expansion possibilities; satisfaction with returns; assistance from technical and financial helping sources; capital availability; advertisement media; cooperation with private and public individuals and agencies; types and number of nonrecreational enterprises, and other related information were obtained on the general business research schedule. Information about the size and capacity of developed swimming facilities (beach or pool) and backup lands; amount of use by weekend days and other periods; age separations for customers; characteristics of water supply; nearness to publicly owned swimming areas; profit or other objective of operator; capital investments; fee charge rates and other related types of information were covered in the swimming enterprise research schedule.

There are 16 ownerships with outdoor recreation swimming facilities included in this private recreation enterprise use study.<sup>3</sup> One enterprise has a swimming pool only and 15 have swimming beaches including 2 ownerships with 2 beaches each. Thus, a total of 17 swimming beaches and 1 pool were included in the study. Eleven of these beaches are in 3 of the 7 counties of the southeast planning area of the state.<sup>4</sup> The other beaches (6) are in separate counties scattered throughout other parts of the state. The swimming pool is on an ownership in a county located adjacent to the southeast planning area.

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2. Statewide survey of private outdoor recreation facilities (enterprises) sponsored by the (Wisconsin) State Soil and Water Conservation Board and carried out by 7 federal and state agencies with soil and water conservation districts. Enterprises included are more numerous in this survey than if only those on private lands specifically intended for general public use swimming purposes were covered. Refer to Appendix B for explanations.

3. This study is a part of a research project titled "Private Recreation Enterprises - User Consumption" covering several recreation enterprises.

4. The counties are: Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington and Waukesha.

Fifty-six percent of the cases were concentrated in the southeast planning area. This is because of the need for information from this section of the state and the fact that this area has relatively more enterprises than any other planning area. Although the 1966-67 state-wide inventory lists more beaches in other parts of the state, it is known that a very high percentage of them are not developed areas and are not available to the general public. This research study did not include swimming waters (pools or beaches) of ownerships having cabins, motels or lodges, taverns, restaurants, campgrounds, marinas, fishing facilities or other customer attractions unless a swimming enterprise was in operation.

It is estimated that there are no more than 90 to 100 swimming enterprises in the state.<sup>5</sup> The cases studied are an approximate 17 percent sample, representative of the state area locations of the total supply.

## RESULTS AND DISCUSSION

All 16 sets of data collected were used in analyses and evaluation of privately owned swimming enterprises. For some items of analysis the 1 swimming pool enterprise was considered separately, but for most business operations it was not necessary to make a segregation. This is also true for the 2 enterprises with 2 swimming beaches each.

### Size and Use of Swimming Beaches

Although 13 percent of the outdoor recreation swimming enterprises have 2 beaches on the ownership, they are not serviced by separate bathhouses, toilets or other conveniences. Sizes of all 17 beaches average 0.8 acre (Table 1). Approximately one-half of all beaches are in the size range of 0.4 to 0.9 of an acre while one-fourth have a smaller size and the other one-fourth have more than 1 acre in each beach.

The largest number of people using any one of the beaches on a single day in 1968 varied from 125 to 2,500 people. However, the range for number of users is from 250 people to 3,000 people per beach acre. The 4 beaches with no more than 0.4 acre size each served an average of 2,222 people per beach-acre on the largest use day and the 4 beaches with 1.0 acre or more size had an average of 592 people. The average for all 17 beaches was 653 people per beach or 1,179 per beach-acre. Only 1 or 2 enterprise operators indicated that they could not accommodate a larger number of people on a single day. Estimates of people that could be handled average 1,062 people per beach per day (or an increase of about 63 percent of the current number served). The larger number of people would be equivalent to maximum capacity of all swimming facilities (toilets, bathhouses, etc.) thus the area of beach or swimming waters is not the only consideration. This maximum capacity comes to

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5. A swimming enterprise was included in this study only when fee charges were made specifically for swimming.

2,463 people per acre of beach (weighted average) with the smallest 4 beaches having an average of around 6,800 people per acre of beach. However, it should be pointed out that the swimming water areas are predominantly spacious with long reaches of gradual sloping bottoms and the swimmers spend much of their time in the water rather than on the beach.<sup>6</sup>

TABLE 1  
Swimming Beaches and Their Use

	Beaches by Groupings			
	0.1-4.0 acres	0.1-0.4 acres	0.5-0.9 acres	1.0 acres and over
<u>Statewide</u>				
Number of beaches	17	4	9	4
Percent of all beaches	100	23½	53	23½
Average size of beaches (acres)	0.8	0.2	0.6	1.88
Average/beach of largest no. people/day	653	463	568	1,035
Average/beach-acre of largest no. people/day*	1,179	2,222	1,082	592
Estimated maximum capacity: Avg./beach of largest no. people/day	1,062	1,313	940	1,085
Avg./beach-acre of largest no. people/day*	2,463	6,833	1,743	625
Percent of people under 12 years old*	57	48	61	59
<u>Southeast Wis. (Planning Area III)</u>				
Number of beaches		11		
Average size of beaches (acres)		0.6		
Average/beach of largest no. people/day		689		
Average/beach-acre of largest no. people/day*		1,638		
Estimated maximum capacity: avg./beach- acre of largest no. people/day*		3,437		
<u>Rest of State (Planning Areas I, IV, VI, VII, &amp; VIII)</u>				
Number beaches		6		
Average size of beaches (acres)		1.18		
Average/beach of largest no. people/day		587		
Average/beach-acre of largest no. people/day*		490		
Estimated maximum capacity: avg./beach- acre of largest no. people/day*		1,003		

\* Weighted average

6. Therefore, the total swimming facility area is not as crowded as might be indicated by comparing these study findings with a standard of 1,100 people per acre of beach per day.

The swimming beaches in southeast Wisconsin are used more heavily than those in other parts of the state. On days of greatest use, they average 1,638 people per acre in contrast to only 490 people per acre at beaches farther removed from this densely populated region. No enterprise operator indicated that people ever left his ownership or turned away from his entrances because of overcrowded conditions at the beach. The swimming pool enterprise had 1,200 people using the pool on its day of greatest use in 1968; and, the operator considers this maximum capacity.

#### Backup Land for Swimming Areas

One-third of the swimming enterprises have no single purpose backup land for use only by swimmers (that is, the land adjacent to the swimming beach or pool that swimmers use when not on the beach or in the water). Two-thirds of the enterprises have both single purpose and multi-purpose backup land, i.e., those also serving other recreationists, such as picnickers and/or campers. Backup lands together average 3.71 acres per swimming facility area (beach or pool). Of this acreage only 20 percent is used solely as backup land for swimmers. Because some of the swimming beaches have less than 1 acre each, all types of backup land average 4.8 acres per acre of beach. Swimmers share backup land mostly with picnickers and campers (45 percent with picnickers only; 9 percent with campers only; 36 percent with picnickers and campers; and another 10 percent is with miscellaneous activity purpose users). Only 2 enterprises have more than 1 acre of single purpose backup land for swimmers per 1 acre of swimming beach.

#### Fee Charges for Use of Swimming Area

Two arrangements prevail for making fee charges. Approximately 40 percent of the enterprise operators charge on a per automobile basis irrespective of the number of passengers. The rates vary from \$1.00 to \$2.50 per car any day of the week excepting 1 which is \$1.75 per car for weekdays and \$2.50 for weekend days and holidays. The other 60 percent charge by the person. These per person charges vary from 15 cents to \$1.50 per day. Only one-third of those enterprises with charges per person have a higher fee for adults than for children. The maximum charge is \$1.50 for the swimming pool enterprise if each 2 hour period of the day (9 a.m. to 9 p.m.) is used at 25 cents per period. No swimming beach enterprise has a higher fee than \$1.00 per day per person. Forty percent of the enterprises have seasonal fee charge rates that somewhat reduce the daily rates--in effect it saves the users amounts equal to 1 or 2 daily fees per week.

#### Bathhouse Conveniences and Guard Services

Approximately 88 percent of the enterprises have a bathhouse. These enterprises averaged 764 people in attendance on the day of greatest use of their swimming areas. On a similar day attendance at 2 enterprises

without bathhouses was only 200 people each. Part of these bathhouses have clothes changing rooms while others have individual stall spaces. One-half of the bathhouses have showers and toilets. An almost equal number have toilets but no showers but none are equipped with showers only. One bathhouse has neither showers nor toilets.

Only 2 of the 16 enterprises have lifeguard services and no plans were indicated for any change in the future.

### Swimming Enterprise Customers (Participants)<sup>7</sup>

For all 16 enterprises studied data was obtained for number of people using the swimming facilities by average weekend day as well as for the heaviest use day in 1968. One age separation was made. Sources of trade from other paying guests on the ownership and trade from those coming only to swim were studied. The following are some of the findings:

769 swimmers per enterprise for largest day of use<sup>8</sup>

58 percent more people could be accommodated (weighted average figure)

57 percent of swimming customers are under 12 years of age (weighted average figure)

52 percent of the swimmers are customers coming to the ownership only for swimming

48 percent of the swimmers are also paying customers for other enterprises on the ownerships; only 1 swimming enterprise excludes swimmers who are not otherwise paying guests on the ownership

350 swimmers per enterprise for the average of attendance per weekend day (exclusive of holidays)

Other outdoor recreation enterprises on the 16 "swimming" ownerships are: 11 Picnicking; 9 Camping; and 7 rentals of fishing boats which alone or in combinations by numbers of enterprises are given in Table 2.

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7. This section covers all 17 swimming beaches and 1 swimming pool on the 16 enterprises. The summary data are slightly different from those in Table 1 which include only swimming beaches.

8. This is a per enterprise average, including the pool enterprise, whereas the comparable 654 figure in Table 1 is per swimming beach (17 beaches).

TABLE 2  
Other Recreation Enterprises on Ownerships

	Type of Enterprise							None	Total
	Camp	Boat	Picnic	Camp Boat	Camp Picnic	Boat Picnic	Camp Boat Picnic		
No. ownerships	3	0	4	1	0	2	5	1	16
Percent	19	0	25	6	0	13	31	6	100

Enterprise Location for Nearness to Publicly Owned Swimming Facilities

The privately owned swimming areas (beaches and/or pools) appear to draw swimmers irrespective of nearness to publicly owned swimming facilities. Also the capital investments (exclusive of land) per enterprise in relation to volume of customers bears little relationship to the distance the private enterprise is from publicly owned swimming facilities (Table 3).

Roughly one-half of the swimming enterprises are around 2 miles and the other half 6.5 miles from publicly owned swimming areas. General information obtained while making this study supports the conservative estimate that most of the enterprise customers come 10 or more miles from their homes and live as close or closer to publicly owned swimming facilities. This could reflect a preference for swimming beaches rather than swimming pools in many instances.

Years in Recreation Business and Expansion Possibilities

More than two-thirds of the swimming enterprises have been in operation for more than 10 years. Only 3 of the 16 enterprises (19%) have been operating for less than 6 years. Specifically the number of enterprises by years of operation are given in Table 4.

No present enterprise operator expects to continue his business for less than 3 more years. Two operators expect to continue 3 to 5 years and 14 (88%) operators indicated that they expected to continue for 6 or more years. However, no operator believed that the enterprise would be discontinued if he were no longer its operator (or owner).

From this sample (16) of enterprise operations and management one can deduce that swimming enterprises are stable. There are suitable physical enlargement possibilities for the swimming enterprise on 14 (or 88%) of the ownerships. Also, suitable physical expansions on adjacent ownerships are considered possible at practical land cost prices for 7 (43%) of the 16 enterprise ownerships. Only 1 enterprise has no reasonable possibility for expansion on either the operator's ownership or on an adjacent ownership.

TABLE 3  
Nearness of Enterprises to Publicly Owned Swimming Facilities,  
Number of Customers and Capital Investments

	No. Miles From Nearest Publicly Owned Swimming Facilities		
	All	1.0-3.0	4.0-13
Number of enterprises	16	7	9
<u>Average per enterprise:</u>			
Miles from nearest publicly owned swimming area	4.7	2.14	6.7
Number swimmers--largest use day	769*	639	797
Number swimmers--avg. weekend day	350	335	362
Development costs--16 enterprises (\$)	6,875	5,263	8,130
For the 15 with beaches (\$)	6,000	5,263	6,647
Range in costs (\$)	900-12,000	900-12,000	2,600-11,000
For the 1 with a pool (\$)	20,000	-	20,000
Weighted average number swimmers per mile from nearest public swimming area:			
On largest use day	268	418	151
On average weekend day	136	223	68
Size of beach (17 beaches)--acre	0.8	0.48	1.1**

\* This 769 figure is an average per enterprise (16) including 1 with a swimming pool; it is in contrast to the comparative 653 figure of Table 1 which is an average per each of 17 beaches on 15 enterprises.

\*\* Exclusive of 1 beach having 4 acres, the average per enterprise size is 0.74 acre.

TABLE 4  
Enterprises by Years of Operation

Years in Operation	Number of Enterprises
No more than 5 years	3
6-10 years	2
11-20 years	7
21 or more years	4
Total	<u>16</u>

Five (31%) of the enterprise operators plan to enlarge their swimming facilities. Two operators plan to make some management changes (mostly in fee charges). However, 10 enterprise operators (63%) do not expect to make any physical or management changes. The planned changes on 6 enterprises are expected to cause an increase in number of swimmers so that for the largest attendance day there will be an average of 205 more people per enterprise (a weighted average increase of 64%). About half of this increase in use will come from otherwise paying guests on the ownerships; that is, trade from people who are on the ownership for use of other facilities than swimming facilities.

Designated car parking spaces for the swimming trade are provided on all enterprises but 1 where only general parking areas are provided. The parking capacities are adequate with an average of 127 spaces per enterprise. Car parking generally is also adequate for the expansions in trade on the 6 enterprises planning such enlargements.

Most of the swimming enterprises are located on fairly large natural lakes, that is, with more than 10 acres of surface water area. Only two are on small lakes. Only 4 of the lake water bodies are maintained by dams; however, none of the operators indicated that water level fluctuations were serious enough to adversely affect the swimming enterprise.

#### Assistance and Cooperation

Ten of the 16 ownership operators (63%) have had or currently receive assistance from 1 or more of 4 primary assisting agencies. These agencies are the Wisconsin Department of Natural Resources, the local County Soil and Water Conservation District, the County Resource Agent (Cooperative UW-Extension Service) and the U. S. Soil Conservation Service. Six operators have had no assistance from any 1 of the 4 agencies. Eleven of the 16 ownerships (69%) have received or currently receive assistance from their local banker or from a relative or close friend. (Table 5)

Nine of the 16 owners (56%) are members of 1 or more associations that further outdoor recreation activities. Of these three reported that they belonged to only 1 such organization while one operator listed 7 and another listed 5 in which they are members.

Eight (50%) of the enterprise operators have been active participants in formal community or area planning groups considering needs and developments involving outdoor recreation activities. All enterprise operators indicated that they would be willing to participate in future planning for need for and development of outdoor recreation in their community or area.

The operators indicated "most", "second" and "some" significant cooperation in current operations of their swimming enterprises from 8 sources. Cooperation with neighboring recreation business operators was reported by 6 operators as "most" and by 6 others as "second."

Cooperation with a state agency (usually concerning sanitation) was reported by 3 as "most" and 5 as "second" or "some". County governments or their agents were reported by one operator as "most" and by 6 operators as "second" or "some"; and recreation associations were indicated as "most" by 4 operators, as "second" by 2 operators and as "some" by one operator. One operator reported his "second" most important cooperation was with the manager of a public recreation area, otherwise this source was not functional. Cooperation with city governments or their agents was reported as "most" important by 2 operators and as "second" by another. Soil and water conservation district has "some" cooperation reported by 3 operators but is not otherwise indicated. No operator has any significant cooperation with a watershed association, in fact, it is likely that none exist for the locations of the enterprises.

TABLE 5  
Number of Enterprises Receiving Assistance, By Sources  
(16 Enterprises)

Sources of Assistance	No. Enterprises Receiving Assistance		
	Initially*	Presently	Total
1. County Resource Agent	4	6	6
2. County Soil and Water Conservation District	5	7	7
3. Bureau in Wisconsin Department of Natural Resources	7	8	9
4. U. S. Soil Conservation Service	5	6	6
5. Local Banker	7	8	8
6. Relative or close friend	6	4	6
7. One or more of 1,2,3,4 above	8	10	10
8. None from 1,2,3,4 above	8	6	6
9. One or both from 5 & 6 above	10	9	11
10. None from 5 & 6 above	6	7	5
11. None from 1,2,3,4,5 or 6 above	1	1	1

\* Initially refers to the first year or 2 when the enterprise was being started.

#### Advertising Media Used

Enterprise operators advertise mainly by roadside signs and newspaper ads. Seven of the operators reported roadside signs as the most important media and 4 ranked newspaper ads as second in importance (of 8 media).<sup>9</sup> Four operators reported newspaper ads as most important and roadside signs second most important. Ten operators listed their brochures as important but only 3 reported it most important while 3

<sup>9</sup> Listed in Appendix A, Part A, Item 31.

gave this media only third or fourth rank. Seven operators reported travel guides or directories as a useful media but only 4 gave it priority of first or second importance (2 as first and 2 as second).

The operators were all positive that their best advertisement for new customers is recommendations of swimmers already patronizing the enterprise. Operators' estimates of new trade from these recommendations ranged mostly from 40 percent to 70 percent with a high of 85 percent and a low of 20 percent and an average per enterprise of 59 percent.

#### Financial Status of Owners

General business information obtained from the swimming enterprise operators indicates that the financial status of all 16 businesses is good. Financing resources are available to support quality management operations and to make practical changes or enlargements in the enterprises. All but 1 ownership serves as a base for at least 1 nonrecreation enterprise. Six of the ownerships have 1 such enterprise while 9 have 2 to 4 nonrecreation enterprises in addition to their outdoor swimming recreation enterprise. This appears to add to the financial security and general stability of the swimming enterprises.

#### SUMMARY OF MAJOR FINDINGS

Following are some of the prominent findings from this study.

1. About one-half of the swimming enterprise beaches range in size from 0.4 to 0.9 acre. The other half are equally distributed between smaller and larger size beaches. The largest beach found was 4 acres. About 13 percent of all enterprises have 2 beaches each.
2. The smaller beaches have more swimmers per beach-acre on an average weekend day than do the larger beaches. However, the number of participants per beach increases noticeably as the size of beach increases.
3. Despite the large numbers of swimmers per weekend day on many of the enterprises almost all operators estimated an additional number before maximum capacity would be reached.
4. Swimming beaches in southeast Wisconsin generally are more heavily used per acre than in other parts of the state. The contrast amounts to 3 or 4 times more people per acre on beaches that are approximately one-half the size of those outside southeast Wisconsin.
5. Single purpose backup lands used only by swimmers are not set aside on one-third of the enterprises. The majority of enterprises have multi-purpose backup lands. Usually swimmers share

use of backup lands with picnickers or with picnickers and campers since more ownerships with swimming enterprises also have picnicking and/or camping enterprises than any other types.

6. Forty percent of the enterprises have a per car fee and 60 percent charge per person.
7. Eighty-eight percent of the enterprises have a bathhouse. About equal numbers of the bathhouses have showers and toilets compared to those having only toilets. Only 1 bathhouse has neither toilets nor showers.
8. About 57 percent of the swimming customers are under 12 years of age. About one-half of the trade is from people who come only to swim while the other half are swimming customers who are also patronizing other enterprises on the ownership.
9. Camping, boat rental, and picnicking enterprises are on 31 percent of the ownerships having a swimming enterprise. Just picnicking and swimming are on 25 percent of the ownerships and camping and swimming on an additional 19 percent. Boating, picnicking and swimming are on 13 percent of the ownerships. Only 1 ownership has only the swimming recreation enterprise.
10. Average per enterprise capital investment (exclusive of land) in the swimming facilities is about the same for those located around 2 miles and those about 6.5 miles from the respective nearest publicly owned swimming area. Roughly one-half of the enterprises studied are in each of these 2 mileage groupings. The number of swimmers per enterprise on the average weekend day does not vary greatly between the 2 groups. However, on the largest use day about 25 percent more swimmers are on the beaches farthest from the publicly owned swimming areas, which in general are also the larger beaches.
11. More than two-thirds of the swimming enterprises have been in operation for more than 10 years. Only 19 percent have been operating for less than 6 years. All operators expect to continue in their businesses for at least 3 more years and 88 percent of them answered affirmatively for 6 years or longer expectancy. Only one-eighth of the operators set their personal future continuation at 3 to 5 years. No operator anticipates that his enterprise will close when he no longer manages it.
12. Suitable lands (and water) for enlargement of swimming facilities exist on 88 percent of the ownerships. For 43 percent of the enterprises there are suitable lands and water on adjacent ownerships. Thirty-one percent of the enterprise operators have definite plans to enlarge their swimming facilities.
13. Sixty-three percent of the operators have received technical assistance from 1 or more of 4 primary assisting agencies, namely, the Department of Natural Resources, the local county

Soil and Water Conservation District, the County Resource Agent (Coop. UW-Ext. Serv.) and the U.S. Soil Conservation Service. A local banker or a relative or close friend have financially helped 69 percent of the operators. Operators reported that the most (first importance) significant cooperation in current operations of their swimming enterprises comes from neighboring recreation operators. The second most significant cooperation is from a state agency (usually concerning sanitation). County government agents, recreation associations, managers of public recreation areas, city government agents, and soil and water conservation districts are reported by fewer operators for important cooperation in their current business operations.

14. Fifty-six percent of the businesses hold membership in 1 or more associations that further outdoor recreation activities.
15. One-half of the operators have been active participants in some formal community or area group endeavors where needs and developments for outdoor recreation activities were considered. All of the operators indicated interest and willingness to participate in future planning for recreation needs and developments in their community or area.
16. The main advertisements depended upon for trade are roadside signs and newspaper ads. Brochures and directories are considered next in importance. None are considered as helpful as satisfied customers who tell their friends--this type of advertisement accounts for 20 to 85 percent of new enterprise trade (with an average per enterprise of 59 percent).
17. Financial status of all 16 businesses is generally good. Only 1 appears to have temporarily exhausted its credit availability. All but 1 ownership serves as a base for 1 or more non-recreation enterprises. No owner is dependent only upon the swimming enterprise for a livelihood. The swimming enterprises appear to be stable.

#### USE OF STUDY FINDINGS

Swimming enterprises provide a significant amount of swimming facilities in Wisconsin and their areas are heavily used. These enterprises are well established and financially stable. They will contribute important supplies (facilities) needed in meeting demands.

The following recommendations are proposed, therefore, for use in statewide planning for supply-demand needs of swimming facilities in the state.

##### A. Statewide Inventory of Supplies

A future statewide inventory of privately owned swimming facilities should have segregations for those:

1. That are developed and on ownerships having a swimming enterprise as defined for this study.
2. That are developed and available without separate fee charge (for swimming only) to customers of other enterprises on the ownership (e.g. those with customers paying for cabins or cottages; motel, hotel, and for lodge accommodations; and/or camping spaces).
3. That may not be fully developed or are undeveloped natural swimming sites but not available to the general public and used by people having individual, privately owned dwellings on lakes (i.e. mainly seasonally used cabins or cottages and year-round homes).
4. That would not be included in the inventory as swimming facilities even though there is water frontage and someone might "swim" at the site. (These are commonly associated with the example establishments listed under "2" above plus taverns, bars and restaurants where swimming facilities in fact are nonexistent).

B. Projection Factors for Use With Inventory Data

The study findings can be useful in estimating use from inventory data of all private swimming enterprises classified by criteria similar to those guiding selection of cases evaluated in this project. This includes those swimming facilities segregated under recommendation "A-1" of the inventory section above. It is presumed that physical size and general location would be available from the inventory. The following projection factors are for the number of people on an average weekend day (average day excludes holidays and covers primarily the summer season).

1. For privately owned swimming enterprises (see A-1 preceding) by general state location.
  - a. Southeast Wisconsin (mainly the 4 southeast counties bordering Lake Michigan plus 3 counties adjacent to their west sides)
    - 1) Per beach -- 690 (Present largest use day)
    - 2) Per beach-acre -- 1,640 (Present largest use day)
    - 3) Per beach-acre -- 3,400 (Estimated largest maximum capacity)
  - b. All of State except Southeast Wisconsin
    - 1) Per beach -- 590 (Present largest use day)
    - 2) Per beach-acre -- 490 (Present largest use day)
    - 3) Per beach-acre -- 1,000 (Estimated largest maximum capacity)

2. For privately owned swimming enterprises (see A-1 preceding) by size of beach (Present largest use day)
  - a. Smaller beaches: 0.1-0.4 acre
    - 1) Per beach -- 465
    - 2) Per beach-acre -- 2,200
  - b. Medium size beaches: 0.5-0.9 acre
    - 1) Per beach -- 570
    - 2) Per beach-acre -- 1,080
  - c. Larger size beaches: 1.0 and over acre(s)
    - 1) Per beach -- 1,035
    - 2) Per beach-acre -- 590
3. Recommendations for projection factors in determining number of people using swimming facilities on privately owned campgrounds as covered under A-2 of the inventory section above are as follows. These factors are developed from findings of a research study on privately owned campground enterprises (similar in objectives to this study of swimming enterprises).
  - a. Multiply state inventory number of such campgrounds by the factor 71 percent to obtain number of ownerships with swimming facilities not operated as swimming enterprises. (The other 29% allows for campgrounds with swimming enterprises plus those without swimming facilities).
  - b. Multiply answer to "a)" by factor figure 112 to obtain number of campers on the ownerships on an average weekend day.
  - c. Multiply answer to "b)" by factor 87 percent to obtain number of people (campers) swimming on an average weekend day on the ownerships (i.e. those with privately owned campground enterprises.)
  - d. Note: The above 3 types of factors are for statewide use. They can also be determined for each of 8 planning areas in Wisconsin.
  - e. Note: Data are not available similar to those for campground enterprise ownerships for obtaining factors to be used with inventory of swimming facilities on other ownerships covered under A-2 of the inventory section above. However, if the inventory includes only outdoor recreation oriented establishments similar factors to those for "a, b, and c" just above can be determined and applied.

4. Recommendations for projection factors for swimming participants from individual, privately owned dwellings on lakes (pursuant to A-3 of the inventory section above).
  - a. For southeast Wisconsin (see 1-a above for location)<sup>6</sup> Multiply number of dwellings by factor number 3.4 to obtain occupants, which when multiplied by factor 57 percent gives the number of people swimming<sup>7</sup> at nonpublic use swimming facilities. (And, it may be presumed that they will swim on an average weekend day.)
  - b. For other parts of the State Except Southeast Wisconsin similar projection factors are not readily available. However, the Department of Natural Resources Lake Use Reports offer a source of information from which procedures may be developed for estimating number of swimmers at facilities of privately owned dwellings bordering lake frontages.
5. Acres of backup land (i.e. land immediately adjacent to developed swimming site-areas) for privately owned swimming enterprises
  - a. Per swimming site-area-acre -- 4.8 acres (approximately 20% is single purpose for swimming only, i.e. about 1 acre)
  - b. Per swimming site-area -- 3.7 acres (20% single purpose)
6. Percentage of ownerships with privately owned swimming enterprises (16) that also have other enterprises.
  - a. Outdoor recreation enterprises (15) -- 94 percent
    - 1) Picnicking -- 73 percent
    - 2) Camping -- 60 percent
    - 3) Boat rental facilities -- 47 percent
    - 4) Horseback riding -- 7 percent
  - b. Nonrecreational enterprises (15) -- 94 percent
    - 1) Having only 1 -- 40 percent
    - 2) Having 2 to 4 -- 60 percent

---

6. Projection factors are generally based upon research study findings covering lakes in the Milwaukee River and Fox River Watersheds in Southeast Wisconsin, 1968-69.

"A Survey of Dwellings Adjacent to Lakes in the Milwaukee River Watershed," Survey Report, June 12, 1969, Warren Churchill, DNR, Bureau of Research

"A Survey of Dwellings Adjacent to Lakes in the Fox River (Ill.) Watershed," Survey Report, Dec. 28, 1967, Warren Churchill, DNR, Bureau of Research

7. This factor results from percent of occupants swimming (66 2/3) with deduction of those going to public use beaches (15%).

7. Acres of recreational land for all purposes including swimming enterprises, and size of ownership (averages)

a. Southeast Wisconsin (see B-1-a above for location)

- 1) Recreation land per ownership -- 12 acres
- 2) Size of ownership -- 57 acres

b. All of state except Southeast Wisconsin

- 1) Recreation land per ownership -- 60 acres
- 2) Size of ownership -- 225 acres

C. Cooperation With Swimming Enterprise Owners

There are opportunities for professional personnel in public agencies responsible for outdoor recreation planning to cooperate with owners and operators of swimming enterprises. Many of the enterprise operators have experienced community and/or area planning in regard to recreational needs and developments. Indications are that this reservoir of experienced recreational businessmen are conducive to cooperative planning endeavors in the recreation field. Furthermore, there are facilities expansion possibilities on or adjacent to the ownerships now having a swimming enterprise. With fuller understandings of the needs and opportunities for added swimming capacities more of the present enterprise owners might expand their businesses. This could be an especially worthwhile objective in those parts of the state where swimming facilities are in short supply. It is recommended, therefore, that planning medium for the state outdoor recreation program should appropriately reflect these considerations and opportunities.

APPENDIX A

The inquiry schedule forms used in collecting information and data for this study are included. Their titles are:

Private Recreation Enterprises -- User Consumption:

Part A -- General Business Information, and

Part B -- Schedule D -- Swimming Enterprise

May 20, 1968

Private Recreation Enterprises - User Consumption  
Part A. - General Business Information

Card Columns

Card #1

1. Card number \_\_\_\_\_ 2. Sample unit number \_\_\_\_\_
3. County, name \_\_\_\_\_ and number \_\_\_\_\_
4. Business name \_\_\_\_\_
- 4a. Operator name \_\_\_\_\_
5. Address \_\_\_\_\_
6. Years in recreation business here \_\_\_\_\_
7. Years recreation business established here \_\_\_\_\_
8. Number previous operators of this business \_\_\_\_\_
9. Total acres in ownership here including this business \_\_\_\_\_
10. Acres in recreation business part (presently) \_\_\_\_\_
11. Acres in recreation business when you started here \_\_\_\_\_
12. Acres intially in recreation business here \_\_\_\_\_
13. Enterprises in recreation business (Amts.)  
\_\_\_\_ 0. Camping - number spaces \_\_\_\_\_  
\_\_\_\_ 1. Swimming beach - acres beach \_\_\_\_\_  
\_\_\_\_ 2. Picnicking site-area(s) - number tables \_\_\_\_\_  
\_\_\_\_ 3. Horseback riding - number horses \_\_\_\_\_  
\_\_\_\_ 4. Lake-River Fishing - number boats (and canoes)  
for rent \_\_\_\_\_  
\_\_\_\_ 5. Hunting - number acres (land and water) \_\_\_\_\_  
\_\_\_\_ 6. Water skiing - number boats (rental) used \_\_\_\_\_  
\_\_\_\_ 7. Winter sports (name: \_\_\_\_\_ ) \_\_\_\_\_  
\_\_\_\_ 8. Vacation boarders - number people capacity \_\_\_\_\_  
\_\_\_\_ 9. Group camping - number people capacity \_\_\_\_\_  
\_\_\_\_ 10. Pond fishing - number acres \_\_\_\_\_  
\_\_\_\_ 11. Deer hunting boarders - number people capacity \_\_\_\_\_

3 6 7 8

9 10

11 12

13

14 17

18 20

21 23

24 26

27

29

31

33

35

37 39

40

42

44

46 48

49

51 52

14. Operator's work in recreation business:

- |                              |                              |
|------------------------------|------------------------------|
| 1. Full time 12 months _____ | 5. Part time 12 months _____ |
| 2. Full time 9 months _____  | 6. Part time 9 months _____  |
| 3. Full time 6 months _____  | 7. Part time 6 months _____  |
| 4. Full time 3 months _____  | 8. Part time 3 months _____  |

(Ft) (Pt)  
 53  54

15. Operator's wife or female adult relative - work in business

Full time months \_\_\_\_\_; Part time months \_\_\_\_\_

(Use codes from 8 sub-items from No. 14 for column spaces)

(Ft) (Pt)  
 55  56

16. Operator's children (over 12 years old) working in the business.

- |   |                          |
|---|--------------------------|
| _____ (1) First case: Full time months _____    | } Part time months _____ |
| _____ (2) Second case: Full time months _____   |                          |
| _____ (3) Third or more: Full time months _____ | } Part time months _____ |
|   |                          |

(No.) (Ft) (Pt)

57  58  59  60  
 61  62  63  64  
 65  66  67

(Use reported months in appropriate card columns)

17. Yearly period of business operations (any or all enterprises)

1. Opening date (before May) \_\_\_\_\_
2. Opening date May \_\_\_\_\_
3. Opening date June \_\_\_\_\_
- A. Other opening date \_\_\_\_\_
4. Closing date August \_\_\_\_\_
5. Closing date September \_\_\_\_\_
6. Closing date (after Oct. 1) \_\_\_\_\_
- B. Other closing date \_\_\_\_\_
7. In addition to above, usually reopened from \_\_\_\_\_  
to \_\_\_\_\_ for \_\_\_\_\_; and
8. \_\_\_\_\_ from \_\_\_\_\_  
to \_\_\_\_\_ for \_\_\_\_\_.
9. (Notations for any special occasions): \_\_\_\_\_  
\_\_\_\_\_

Continuous period that business is open

68

69

70

71

10. Total number of days open for business in a year \_\_\_\_\_

72    74

18. Operator's length of residency in Wisconsin (applicable only to head of business):

- \_\_\_\_(1) one year                      \_\_\_\_ (5) five years  
\_\_\_\_(2) two years                      \_\_\_\_ (6) six to ten years  
\_\_\_\_(3) three years                    \_\_\_\_ (7) 11 or more, but not lifetime  
\_\_\_\_(4) four years                      \_\_\_\_ (8) lifetime

75

19. Age of head of business

- \_\_\_\_(1) 29 years old or under      \_\_\_\_ (4) 50 to 59 years old  
\_\_\_\_(2) 30 to 39 years old          \_\_\_\_ (5) 60 to 69 years old  
\_\_\_\_(3) 40 to 49 years old          \_\_\_\_ (6) 70 years and over

76

20. Education of head of business (years in school)

- \_\_\_\_(1) 7 years or less              \_\_\_\_ (4) 14 to 17 years  
\_\_\_\_(2) 8 to 10 years                \_\_\_\_ (5) 18 or more years  
\_\_\_\_(3) 11 to 13 years

77

21. Education of wife of head of business (years in school)

- \_\_\_\_(1) 7 years or less              \_\_\_\_ (4) 14 to 17 years  
\_\_\_\_(2) 8 to 10 years                \_\_\_\_ (5) 18 or more years  
\_\_\_\_(3) 11 to 13 years

78

22. Previous or present other principal occupation(s) of head of business

- \_\_\_\_(0) Clerical                      \_\_\_\_ (6) Laborer  
\_\_\_\_(1) Farmer or Rancher          \_\_\_\_ (7) Management and Prop.  
\_\_\_\_(2) Professional and Technical \_\_\_\_ (8) Other  
\_\_\_\_(3) Sales  
\_\_\_\_(4) Craftsman, Foreman  
\_\_\_\_(5) Operative

79

23. Is there any realistic competition for use of these recreation lands for other purposes than as in present business?  
 \_\_\_\_\_(1) Yes \_\_\_\_\_(2) No \_\_\_\_\_(3) Part of them  1
24. Has operator tried to sell business in last two years?  
 \_\_\_\_\_(1) Yes \_\_\_\_\_(2) No \_\_\_\_\_(3) Currently trying to sell  2
25. Reasons for trying to sell business (If 24(1) or (3) checked)  
 \_\_\_\_\_(1) Advanced age \_\_\_\_\_(5) Health ailments 3  
 \_\_\_\_\_(2) Low returns \_\_\_\_\_(6) Alternative work opportunities  First  
 \_\_\_\_\_(3) Improvement costs \_\_\_\_\_(7) Family desires 4  
 \_\_\_\_\_(4) Help difficulties \_\_\_\_\_(8) Profit on investment  Second  
 \_\_\_\_\_(9) Other 5  
 Third
26. Are returns satisfactory for continuing business somewhat the same as now operated?  
 \_\_\_\_\_(1) Yes \_\_\_\_\_(2) No \_\_\_\_\_(3) Maybe 6  
 \_\_\_\_\_(4) Increased costs anticipated \_\_\_\_\_(5) Same or lower costs anticipated   
 \_\_\_\_\_(6) Increased receipts anticipated \_\_\_\_\_(7) Same or lower receipts anticipated 7  
  
 \_\_\_\_\_(8) Increased returns expected \_\_\_\_\_(9) Same or lower returns expected 8  
  
9
27. Are changes in business planned for in next three years?  
 \_\_\_\_\_(1) In management \_\_\_\_\_(2) In volume of business 10 11  
   
 \_\_\_\_\_(3) Acres additional development 12 13 14  
     
 \_\_\_\_\_(4) Added capital costs estimated for expansions and improvements 15 16 17 18 19  
      
 \_\_\_\_\_(5) Capital is available \_\_\_\_\_(6) Capital availability is questionable 20
28. Expansion acreage possibilities  
 Are expansion acreages available in present ownership \_\_\_\_\_(1) Yes 21  
 \_\_\_\_\_(2) No   
 Are there adjacent acreages suitable for expansion uses \_\_\_\_\_(3) Yes 22  
 \_\_\_\_\_(4) No   
 Can the adjacent acreage be purchased or leased (practical costs)  
 \_\_\_\_\_(5) Yes \_\_\_\_\_(6) No \_\_\_\_\_(7) No opinion 23

29. Planning and management assistance to operator.

Indicate sources of assistance--when starting the business and now.

Technical and Financial with personalized service (Initially and at present).

<u>(Ini.)</u>	<u>(Pres.)</u>	(Ini.)	(Pres.)
____ (1) Resource Agent-County	_____	<input type="checkbox"/> 24	<input type="checkbox"/> 25
____ (2) Soil and Water Conservation District (County)	_____	<input type="checkbox"/> 26	<input type="checkbox"/> 27
____ (3) Wisconsin Division of Conservation (any representatives)	_____	<input type="checkbox"/> 28	<input type="checkbox"/> 29
U.S.D.A.: ____ (4) Soil Conservation Service	_____	<input type="checkbox"/> 30	<input type="checkbox"/> 31
____ (5) Forest Service	_____	<input type="checkbox"/> 32	<input type="checkbox"/> 33
____ (6) Farmers Home Administration	_____	<input type="checkbox"/> 34	<input type="checkbox"/> 35
____ (7) Small Business Administration	_____	<input type="checkbox"/> 36	<input type="checkbox"/> 37
____ (8) Local Banker	_____	<input type="checkbox"/> 38	<input type="checkbox"/> 39
____ (9) Private planning firm	_____	<input type="checkbox"/> 40	<input type="checkbox"/> 41
____ (R) Relative or close friend	_____	<input type="checkbox"/> 42	<input type="checkbox"/> 43
____ (0) Other (Name) _____	_____	<input type="checkbox"/> 44	<input type="checkbox"/> 45

<u>General:</u>	(Initially and at present)	(Ini.)	(Pres.)
____ (1) Magazines	_____	<input type="checkbox"/> 46	<input type="checkbox"/> 47
____ (2) Trade Association Journals	_____	<input type="checkbox"/> 48	<input type="checkbox"/> 49
____ (3) TV and radio	_____	<input type="checkbox"/> 50	<input type="checkbox"/> 51
____ (4) Newspapers	_____	<input type="checkbox"/> 52	<input type="checkbox"/> 53
____ (5) State government bulletins	_____	<input type="checkbox"/> 54	<input type="checkbox"/> 55
____ (6) Federal government bulletins	_____	<input type="checkbox"/> 56	<input type="checkbox"/> 57
____ (7) Recreational association or trade group meetings	_____	<input type="checkbox"/> 58	<input type="checkbox"/> 59
____ (8) Personally from friends in same type of business	_____	<input type="checkbox"/> 60	<input type="checkbox"/> 61
____ (9) Representatives of manufacturing (trade) firms	_____	<input type="checkbox"/> 62	<input type="checkbox"/> 63
____ (0) Other (name) _____	_____	<input type="checkbox"/> 64	<input type="checkbox"/> 65

30. Cooperation and Coordination

1. In how many associations (furthering recreation) or organizations are you a recorded (dues paying or otherwise) member or cooperator: \_\_\_\_\_ Number; (Reference names):

66  
 (Number)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. Have you been an active participant in any endeavors regarding community or area planning needs and developments involving recreation? How many? \_\_\_\_\_ Number: (Reference name(s)):

67  
 (Number)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. Would you be interested and willing to participate in such endeavors as indicated in sub-item 2 above (no dues charged)?

68

\_\_\_\_\_(1) Yes    \_\_\_\_\_(2) Not interested

4. With whom do you have significant cooperation in current operations of your business?

69  
 Most

\_\_\_\_\_(1) Recreation association

\_\_\_\_\_(2) County government, departments or agents

70  
 Second

\_\_\_\_\_(3) Soil and Water Conservation District

\_\_\_\_\_(4) Watershed association

71  
 Some

\_\_\_\_\_(5) State agency

\_\_\_\_\_(6) Neighboring recreation business operators

\_\_\_\_\_(7) Manager of public recreation area

\_\_\_\_\_(8) City governments or their agents

\_\_\_\_\_(9) Other; name: \_\_\_\_\_

31. On what advertising media do you rely the most in soliciting customers for your business? (Rank 4 items)

\_\_\_\_(1) Newspapers

\_\_\_\_(2) Magazines

\_\_\_\_(3) Brochures distributed by you

\_\_\_\_(4) Brochures distributed by organization or firm for you

\_\_\_\_(5) Recreation trade journal

\_\_\_\_(6) Travel guides or directories

\_\_\_\_(7) Roadside or area collective signs

\_\_\_\_(8) Other

72

First

73

Second

74

Third

75

Fourth

32. Generally, without advent of unforeseeable circumstances how many more years do you expect to operate this business? \_\_\_\_ (1) one; \_\_\_\_ (2) two; \_\_\_\_ (3) three to five; \_\_\_\_ (4) six to ten; \_\_\_\_ (5) over ten

76

33. Generally, what percent of new recreation customers come here because of recommendations by friends who have been here: \_\_\_\_\_%

77   78

34. Interviewer's opinion regarding financial appearances of the recreation business: (1) \_\_\_\_ satisfactory (2) \_\_\_\_ not OK

79

35. Number of other enterprises (income producing) carried out on the ownership but not covered under item 13 above: \_\_\_\_ number; list name or other description: \_\_\_\_\_

80

\_\_\_\_\_  
Interviewer

\_\_\_\_\_  
Date

Private Recreation Enterprises - User Consumption  
Part B - Schedule D - Swimming Enterprise

1. Card number \_\_\_\_\_ 2. Sample unit number \_\_\_\_\_
3. County name \_\_\_\_\_ and number \_\_\_\_\_
- 3a. Schedule unit number \_\_\_\_\_
4. Operator's name \_\_\_\_\_
5. Swimming beach \_\_\_\_ (A) No. Beaches \_\_\_\_ (B) Acres
  - (1) First case: \_\_\_\_ (C) Lin. ft. \_\_\_\_ (D) Acres
  - (2) Second case: \_\_\_\_ (E) Lin. ft. \_\_\_\_ (F) Acres
  - (3) Other, explain: \_\_\_\_\_
6. Backup lands directly associated with beaches\* and serving single purpose use by swimmers: \_\_\_\_\_ Acres
7. Backup lands for swimming beaches\* but also serving other activity-use purposes: \_\_\_\_\_ (A) Acres
  - (B) Purposes: \_\_\_\_ (1) Picnicking \_\_\_\_ (2) Camping
  - \_\_\_\_ (3) Other, name: \_\_\_\_\_
8. Dimensions of swimming pool (if one)
  - (A) \_\_\_\_ Ft. by (B) \_\_\_\_ Ft. \_\_\_\_ (C) Sq ft.
  - (D) Is water temperature controlled \_\_\_\_ (1) Yes \_\_\_\_ (2) No
9. Are swimming facilities used without charge to your otherwise paying guests \_\_\_\_ (A) Yes \_\_\_\_ (B) No
  - \_\_\_\_ (C) Partly, explain: \_\_\_\_\_
10. Can general public (in addition to your otherwise paying guests) use your swimming facilities:
  - \_\_\_\_ (A) No \_\_\_\_ (B) Yes for a fee \_\_\_\_ (C) Adult fee/da.
  - \_\_\_\_ (D) Adult fee/wek. \_\_\_\_ (E) Child fee/da.
  - \_\_\_\_ (F) Child fee/wek. \_\_\_\_ (G) Have seasonal rates, explain: \_\_\_\_\_

Card Columns  
Card #5

1	<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
			7	<input type="checkbox"/>	<input type="checkbox"/>	8		
			9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
			<input type="checkbox"/>	13	<input type="checkbox"/>	15		
16	<input type="checkbox"/>	20						
21	<input type="checkbox"/>	25						
			<input type="checkbox"/>	26				
			27	<input type="checkbox"/>	<input type="checkbox"/>	28		
			29	<input type="checkbox"/>	<input type="checkbox"/>	30		
			31	<input type="checkbox"/>	<input type="checkbox"/>	32		
			<input type="checkbox"/>	33				
34	<input type="checkbox"/>	38						
			<input type="checkbox"/>	39				
			<input type="checkbox"/>	40				
41A	<input type="checkbox"/>		<input type="checkbox"/>	42B				
43C	<input type="checkbox"/>		<input type="checkbox"/>	44D				
45E	<input type="checkbox"/>		<input type="checkbox"/>	46F				
			<input type="checkbox"/>	47G				

\* Or pools

11. Do you have a bath house for swimmers:

(A) \_\_\_ (1) Yes \_\_\_ (2) No

48

(B) Including: \_\_\_ (1) No. of stalls \_\_\_ (2) Showers and

49   50

flush toilets, or \_\_\_ (3) Showers only, or \_\_\_ (4) Toilets only

51

12. Most use of swimming facilities on any one day last year: largest number of people and capacity.

\_\_\_ (A) total number people \_\_\_ (B) percent under 12 yrs. of age

52     56

\_\_\_ (C) percent not otherwise paying guests on your ownership

58

\_\_\_ (D) percent less number swimmers on average weekend day

60

\_\_\_ (E) percent more than "(A)" that could be accommodated

62

13. Does the operator consider his swimming enterprise in his recreation business:

\_\_\_ (A) as an important profit making enterprise

\_\_\_ (B) as a break-even enterprise necessary to the business

63

\_\_\_ (C) as a necessary supplement to the business but not to be considered in terms of separate enterprise profit making or losses

\_\_\_ (D) as a drag to the total business and an enterprise he'd prefer not to have

\_\_\_ (E) another view not covered by any of the above four sub-items

14. Have you any definite plans for changing your swimming facilities (Physical):

\_\_\_ (A) Keep as now \_\_\_ (B) Enlarge \_\_\_ (C) Reduce

64

15. Have you any definite plans for changing management of your swimming facilities \_\_\_ (A) Yes \_\_\_ (B) No

65

Notes; if "yes", explain: \_\_\_\_\_

\_\_\_\_\_

16. If swimming facilities are to be changed in size or their management within the next three years, what capacity-use do you expect on an average seasonal weekend day:

\_\_\_(A) Percent increase over "12D" determinable number   67

\_\_\_(B) Percent of increase that are not otherwise paying guests on your ownership   69

17. How far is it to the nearest public-use swimming beach: (or pool): \_\_\_(A) Miles \_\_\_(B) Estimated number of your guests that use such facilities on an average seasonal weekend day.

71

73

18. What is the total cost of developments made for your swimming facilities (A) by you:

\_\_\_(1) Under \$500 \_\_\_(2) 1 to 2 \$000 \_\_\_(3) 2 to 3 \$000

\_\_\_(4) 3 to 5 \$000 \_\_\_(5) 5 to 10 \$000 \_\_\_(6) Over \$10,000  74

(B) By previous owners (if any): \_\_\_(1) Amount \_\_\_(2) Number from one of above six sub-items of "(A)"  75

19. Characteristics of water body supply:

(A) \_\_\_(1) Large lake \_\_\_(2) Small lake \_\_\_(3) Pond or pool \_\_\_(4) Stream \_\_\_(5) Well  76

(B) Water level control \_\_\_(1) Natural \_\_\_(2) Dam wo/drawdown \_\_\_(3) Dam w/drawdown  77

20. Does water level fluctuations cause reduction in numbers of people using your swimming facilities during seasonal-use period:

\_\_\_(A) No appreciable fluctuations \_\_\_(B) No reductions \_\_\_(C) Small (5-10%) reductions \_\_\_(D) Moderate (10-25%) \_\_\_(E) Large (over 25%) reductions  78

21. Is car parking specifically provided for users of the swimming facilities, how many: \_\_\_(A) Under 50 (B) 50 to 100

\_\_\_(C) Over 100 \_\_\_(D) Other arrangements  79

22. Are lifeguard services provided; how many \_\_\_(A) Yes \_\_\_(B) No \_\_\_(C) Part-time  80

## APPENDIX B

The statewide survey of Private Outdoor Recreation Facilities (enterprises), by State Soil and Water Conservation Committee (now renamed "Board") 1967, based its inclusions upon the following definition of a recreation enterprise.

"For purposes of this inventory, private outdoor recreation businesses are limited to those private or quasi-public outdoor recreation enterprises meeting these criteria:

- (1) They charge fees for entrance or for special activities (charges can be in the form of membership fees in a club or other organization).
- (2) They provide more than just food or lodging. Normally, motels and hotels would not be included in this inventory. A resort lodge with swimming, boating, etc., would be included."

Many of the swimming enterprises included were under the "quasi-public" feature of the above definition. Scouting campgrounds, church and social clubs and youth group camping lands and many others with swimming facilities were included despite their not being available for general public use. Also it is known from spot checking that the definition's feature covering "charge fees for entrance or for special activities" was broadly interpreted to include resorts, motels, cabins, restaurants, taverns, fishing and boat rental establishments and various other recreation facility grounds if they had water sites. These were listed by name and a swimming "enterprise" was counted although often there was only water frontage on the property and no developed swimming beach or facilities. A sizable percentage of these "enterprises" are not used for the usual type of swimming activities commonly associated with facilities in city, county and state parks and recreation areas and with the type of swimming enterprises covered by this research study.

